

### **Remark**

Applicants respectfully request reconsideration of this application as amended.

Claims 1, 30, 50, 69, and 81 have been amended. No claims have been cancelled. Therefore, claims 1-98 are present for examination.

### **Allowable Subject Matter**

The Examiner has indicated that claims 93-98 are allowed and that claims 20, 21, 78, 79, 90, and 91 would be allowable if rewritten in independent form and to include the limitations of any intervening claims. Applicants thank the Examiner for this indication of allowable subject matter. These claims remain in the application.

### **Claim Objections**

Claims 71, 72, 83, and 84 are amended to correct the dependencies. Claims 71 and 72 are amended to depend from Claim 69. Claims 83, and 84 are amended to depend from Claim 81.

### **35 U.S.C. §103 Rejection**

#### *Holman in view of Machida*

The Examiner has rejected claims 1-3, 5, 9, 10, 15-17, 19, 24, 25, 28-31, 33, 37, 43-45, 48-52, 55, 62, 63, 65-67, 69, 71, 74, 77, 81, 83, 86, 87 and 89 under 35 U.S.C. §103(a) as being unpatentable over Holman, U.S. Patent No. 5,287,181 (“Holman”) in view of Machida, U.S. Patent No. 6,035,305 (“Machida”). Specifically, the Examiner suggests that while

Holman does not disclose allowing a user to select a coupon mode from a number of display modes, Machida does. However, Machida is no different from Holman in this regard. Machida at Column 24, lines 10 et seq. recites that "[t]he inventive system 50 displays a coupon in response to a request from the user during the play of [an] application." Note that Machida does not suggest displaying any sort of alert to the user as in Holman Column 6, lines 5 et seq. In Holman, the user presses the VIEW button to obtain one message and then the COUPON button to view the coupon. Machida recites that the user may select a coupon (Column 24, lines 32 et seq.) but there is no suggestion of how the user does so or what may be displayed as a result.

Claim 1 recites a plurality of display modes. When it comes to coupons, Holman has only one mode. This mode has a logo or emblem in the upper right hand corner of the screen (Column 6, lines 5 et seq.) Similarly, Machida has only one mode, the mode shown in Figure 66. While Machida may also have a mode that displays the EPG, a mode that displays a sponsor (Figure 62), and more, these modes have nothing to do with coupons. In order to further clarify this distinction, Claim 1 has been amended to refer to a plurality of coupon display modes. A similar amendment has been made to Claims 30, 50, 69, and 81.

### **35 U.S.C. §103 Rejection**

#### ***Holman in view of Machida and further in view of Hendricks or Bruck***

The Examiner has rejected further claims under 35 U.S.C. §103(a) as being unpatentable over Holman in view of Machida and further in view of either Hendricks, U.S. Patent No. 5,559,549 ("Hendricks") or Bruck, U.S. Patent No. 6,002,394 ("Bruck"). However, neither of these references suggests a plurality of different coupon display modes.

## Conclusion

Applicants respectfully submit that the rejections have been overcome by the amendment and remark, and that the claims as amended are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the claims as amended be allowed.

## Invitation for a Telephone Interview

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

## Request for an Extension of Time

Applicants respectfully petition for an extension of time to respond to the outstanding Office Action pursuant to 37 C.F.R. § 1.136(a) should one be necessary. Please charge our Deposit Account No. 02-2666 to cover the necessary fee under 37 C.F.R. § 1.17(a) for such an extension.

## Charge our Deposit Account

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: 3/10/03

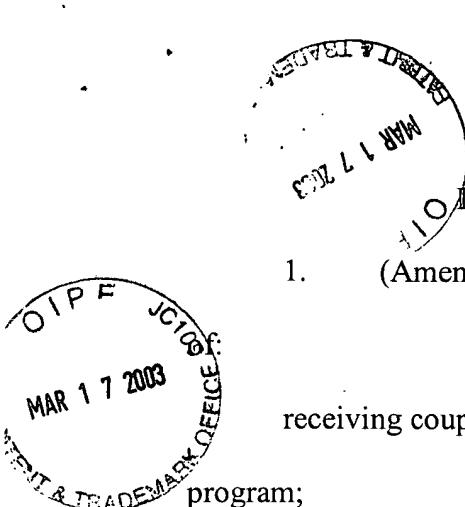
  
Gordon R. Lindeen III  
Reg. No. 33,192

12400 Wilshire Boulevard  
7<sup>th</sup> Floor  
Los Angeles, California 90025-1026  
(303) 740-1980

Docket No: 080398.P160  
Application No: 09/218,120

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner for Patents, Washington, DC 20231.

On March 10, 2003 Domestic  
April Warley  
Name of Person Mailing Correspondence  
Shane D. Wiley 3/10/03  
Signature Date



Version with Markings to Show Changes Made

Insertions are underlined, deletions are stricken.

1. (Amended) A method for providing electronic coupons, comprising the steps

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

30. (Amended) A broadcasting system comprising:

a processor coupled to a display device, the processor capable of controlling the system to provide electronic coupons by,

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode; and

displaying the coupon information on a display along with the broadcast of a program.

50. (Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

69. (Twice Amended) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program;

displaying the coupon information on a display along with the broadcast of a program providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode.

71. (Amended) The method of claim 6970, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.

72. (Amended) The method of claim 6970, wherein the step of providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

81. (Twice Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform the steps of a method for providing electronic coupons, the method comprising the steps of:

- receiving coupon information for at least one item;
- transmitting coupon information for at least one item along with a broadcast of a program;
- displaying the coupon information on a display along with the broadcast of a program
- providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;
- synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and
- enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode.

83. (Amended) The method of claim 8182, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.

84. (Amended) The method of claim 8182, wherein the step of providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.